



PARKER DEWEY

Parker Dewey University Partnerships: FAQ's and Strategies for Success

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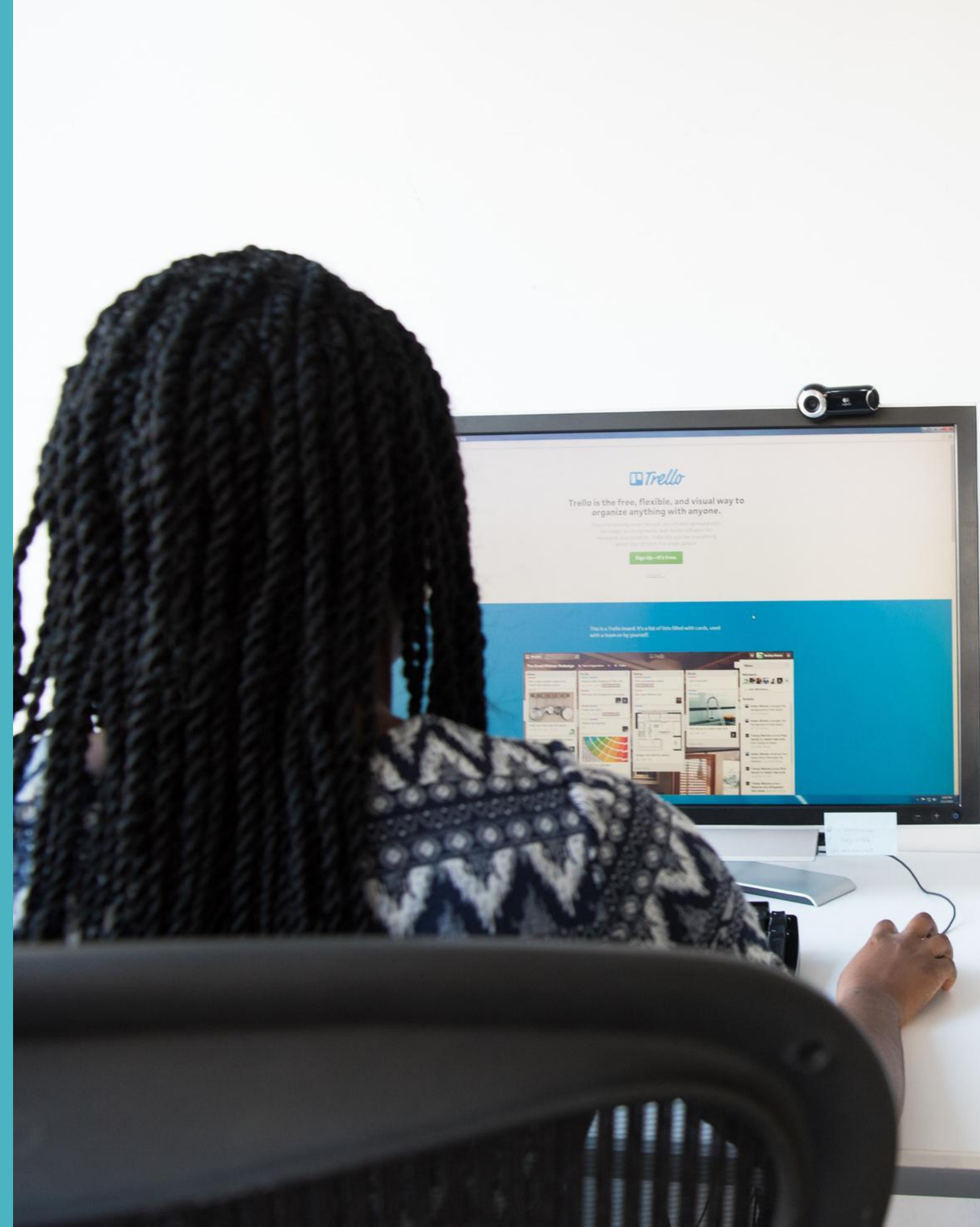
Agenda

- **Part 1: Frequently Asked Questions**
 - What is a Micro-Internship?
 - How much does it cost to students? Universities?
 - Can international students complete Micro-Internships?
 - How does it work for students? Companies?
 - And more...
- **Part 2: Strategies for Success**



What is Parker Dewey?

- Mission-driven organization committed to helping bridge the gap between college and career
- Pioneered the Micro-Internship 5 years ago
- Located in Chicago, IL
- Connected thousands of students to Micro-Internship opportunities with companies large and small
- Featured in publications such as [Forbes](#), [The Wall Street Journal](#), [USA Today](#), [SHRM](#), and [NACE](#).



What is a Micro-Internship?

- 1 SHORT-TERM**
Projects typically range from 10-40 hours in duration.
- 2 PAID**
Each project has a fixed rate of pay and expected amount of time to complete.
- 3 PROFESSIONAL**
Similar to those given to interns or new hires.
- 4 COMPREHENSIVE, USUALLY REMOTE**
All industries, all departments (sales, marketing, HR, finance, etc.), and can take place year-round.



Sample Micro-Internships

Sales:

- Lead Generation
- Prospect Research
- CRM Cleansing

Human Resources:

- Job Description Review
- Candidate Sourcing
- Evaluating Competitive Best Practices

IT:

- Website Updates
- User Experience Testing
- Updating User Manual

Operations:

- Data Cleansing
- Vendor Research
- Community Relations

Marketing:

- Content Creation
- Social Media Content Calendar
- Market Research

Finance:

- Financial Analysis
- Financial Modeling
- Industry Analysis

Sample Project Description

- **Project:** Content Creation
- **Instructions:**
 - Research and draft a 1,200-1,600 word article on a specific topic we provide
 - Reference at least 2 outside sources in your article to backup your claims
 - Target the audience we specify
- **Estimated Hours:** 15
- **Pay:** \$300
- **Location:** Remote
- **Timeline:** 2 weeks (1/25/2021 - 2/5/2021)



How Much Does It Cost?

FOR STUDENTS?

- **THE PLATFORM IS FREE AND OPEN FOR ALL STUDENTS**
 - Students can create accounts/complete projects regardless of whether student's university is a "partner" of Parker Dewey
 - Includes international students with appropriate authorization (more about this later)
- **All projects are paid**

FOR UNIVERSITIES?

- **UNIVERSITY PARTNERSHIP IS FREE AND INCLUDES:**
 - Custom landing page with university logo, colors, messaging
 - Marketing materials to launch and grow program
 - Access to data about student utilization and employer engagement
 - Outreach when employer partners post projects through university's landing page



How Does It Work for Students/Grads?

The screenshot shows the Parker Dewey website's login interface. At the top, the logo and name 'PARKER DEWEY' are visible, along with navigation links for 'EXAMPLE PROJECTS', 'COMPANIES', 'CAREER LAUNCHERS', 'UNIVERSITIES', 'RESOURCES', and 'BLOG'. The main content area features a 'Welcome back' message with the subtext 'We've missed you.' Below this are input fields for 'Email' and 'Password', followed by a teal 'SIGN IN' button. An 'or' separator is present, followed by a 'Sign in with LinkedIn' button. At the bottom of the login form, there are links for 'Forgot password? Reset it', 'No account? Sign up as a Career Launcher', and 'Sign up as an employer'.

- CREATE A PROFILE (<5 MINUTES)
- PLATFORM IS OPEN TO ALL STUDENTS/ALUMNI

The screenshot displays the 'Details' page for creating a profile. At the top right is a 'Cancel' link. The form includes input fields for 'First Name' (filled with 'Kristin') and 'Last Name' (filled with 'Schrader'). Below these is a circular profile picture of a woman. Underneath the photo is an 'Upload Photo' section with a note: '94% of candidates with photos saw improvement in their hiring rates'. A dashed box contains the text: 'Drag files here or click to browse. Only *.jpg and *.png files will be accepted.' Below the photo area is an 'Email' field filled with 'kristin@parkerdewey.com' and a checkbox for 'Are you an international student?'. Further down are 'Hometown' and 'State' fields, with 'San Diego' and 'CA' respectively. A teal 'SAVE' button is at the bottom of the form. Below the form is an 'About' section with an 'EDIT' link. It includes a 'PERSONAL STATEMENT' field with the text: 'I am passionate about helping individuals obtain their professional goals and companies to connect with great talent'. Below that is a 'HOBBIES' field with the text: 'Running, triathlon, skiing, playing with my kids'. On the left side of the 'About' section, there are labels for 'LOCATION' (San Diego, CA), 'INTERNATIONAL' (No), and 'AVAILABILITY'.

Creating a "Career Launcher" Profile

PROFILE EXPERIENCE EDUCATION RESUME/CV DOCUMENTS DEMOGRAPHICS

[Back to opportunities](#)

Experience

LOCATION
Orlando, FL

ONBOARDING SPECIALIST | MunchEm

-Provide onboarding support for merchants -Reach out to new & established merchants to offer assistance and develop positive relationships

DATES
12/2020 - Present

EDIT
DELETE

LOCATION
Miami, FL

BUSINESS DEVELOPMENT CONSULTANT | SoftwareONE

Inform the Manager of Operations and/or an Account Executive of issues that affect the quality of our service and/or client satisfaction.

DATES
8/2020 - 9/2020

EDIT
DELETE

LOCATION
Chicago, IL

BUSINESS DEVELOPMENT CONSULTANT | Nutritionist Deepa

-Develop strong relationships with internal partners & customers -Optimize sales process along the way by proposing new ways to scale growth

DATES
3/2020 - 4/2020

EDIT
DELETE

LOCATION
Miami, FL

HR/ACCOUNTING ASSISTANT | Stores FS, LLC

Assisted C-Level executives and the other departments in accounting/HR for 13 stores across South Florida and real estate assets.

DATES
1/2017 - 8/2019

EDIT
DELETE

PROFILE EXPERIENCE EDUCATION RESUME/CV DOCUMENTS DEMOGRAPHICS

[Back to opportunities](#)

Education

DATES
2019 - 2020

FLORIDA INTERNATIONAL UNIVERSITY

BACHELORS, Economics

PRIMARY
Yes

EDIT
DELETE
PRIMARY

DATES
2016 - 2018

MIAMI DADE COLLEGE

ASSOCIATES, Business

PRIMARY
No

EDIT
DELETE
PRIMARY

[+ ADD EDUCATION](#)

[Resume/CV](#)

See Available Micro-Internships and Apply

The screenshot shows the Parker Dewey search interface. At the top, there are filters for Favorites, Hidden, On-Site, Remote, and State. A 'Sort By: Update Date' dropdown is also present. Below the filters, there are two main sections: 'Featured Projects' and 'All Open Micro-Internships'. The 'Featured Projects' section includes a note: 'These projects are featured because the organization who posted it is specifically looking for students or recent grads from your school or affiliation.' The 'All Open Micro-Internships' section lists five projects:

- UX/UI Product Development Internship** | Burlington, VT
BY: Echo Consulting, LLC
DEPARTMENT: Product Development Team
START DATE: 03/29/2021
Remote
- Statistical Analysis** | Kansas City, MO
BY: The DeBruce Foundation
DEPARTMENT: Data Research
START DATE: 03/29/2021
Remote
- Ongoing Marketing Support** | New York, NY
BY: Optimatum
DEPARTMENT: Marketing
START DATE: 03/24/2021
On-Site
- Accounting/Finance Assistant** | Miami, FL
BY: H&R Block/Block Advisors
DEPARTMENT: Accounting
START DATE: 03/24/2021
On-Site
- Mission Statement Video Montage** | Framingham, MA
BY: Staples
DEPARTMENT: Marketing
START DATE: 03/22/2021
Remote

This screenshot shows a detailed view of a micro-internship listing for 'Lead Generation' at Savills in Chicago, IL. The listing includes the following information:

- Job Title:** Lead Generation | Chicago, IL
- Company:** Savills
- Department:** Business Development
- Start Date:** 02/24/2020
- Job Type:** Remote
- Job Description:** We would like you to identify 25 companies / contacts in a defined market that fall under our ideal customer profile (e.g. companies that recently received a venture capital investment, announced a new location or growth, etc.). Once identified, provide the company name and contact information for a director-level or above decision maker. Contact information should include: name, position, phone, and verified email. In addition, please include company size, local employee count, rationale for why it would be a good prospect, and other information that we will define. PLEASE ONLY APPLY IF YOU ARE IN THE NEW YORK, CHICAGO, DC, OR LOS ANGELES METROPOLITAN AREAS.
- Company Description:** Savills is a global real estate services provider with a network of more than 35,000 people in over 600 offices across the Americas, Europe, Asia Pacific, Africa and the Middle East. A FTSE 250 company (LON: SVS) headquartered in London, Savills advises corporate, institutional and private clients who are seeking to acquire, lease, develop or realise the value of residential and commercial property in the world's key locations.
- Start Date:** 02/24/2020
- Due Date:** 03/20/2020
- Est. Hours:** 20
- On-Site/Remote:** Remote
- Payment:** \$360.00
- Desired Skills:** Research
- Connect Online:** LinkedIn, Twitter
- Action:** APPLY FOR THIS PROJECT

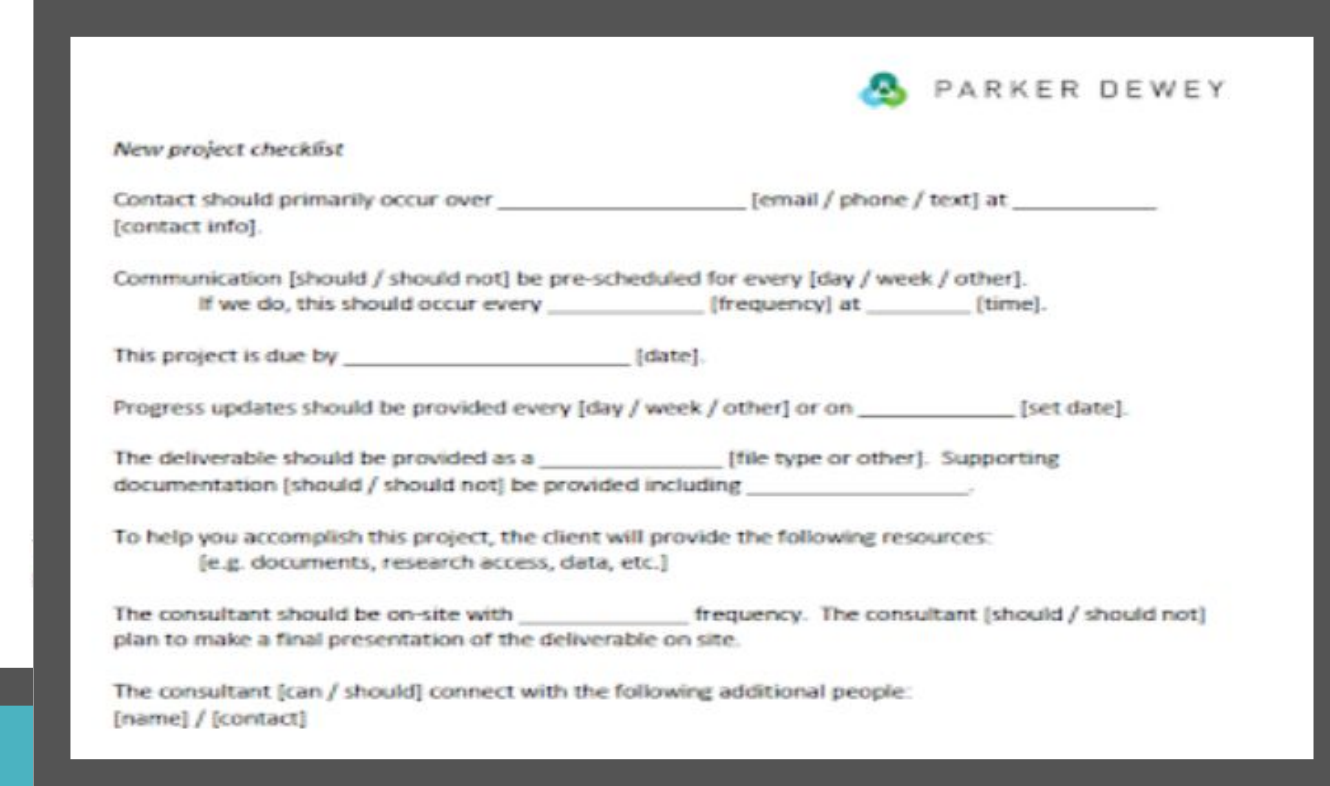
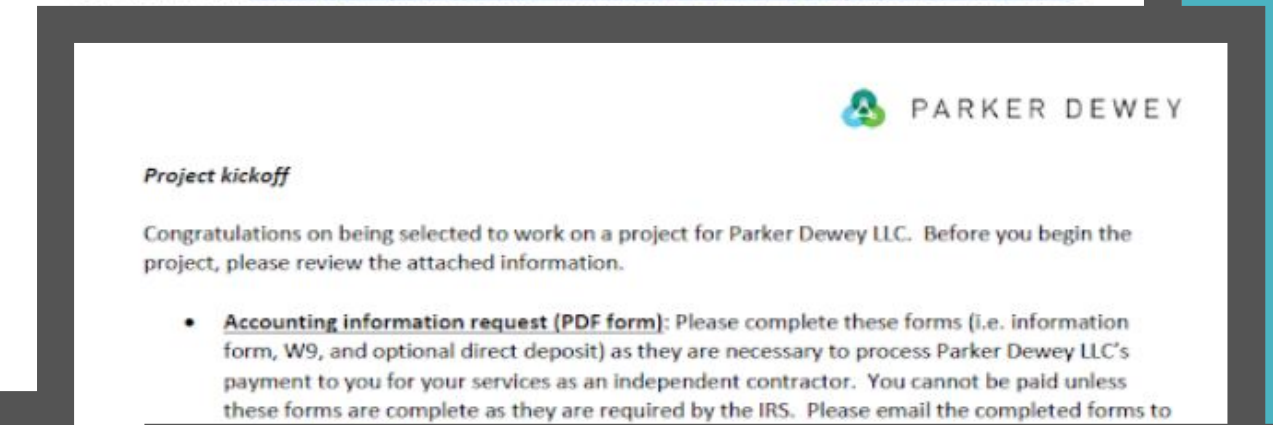
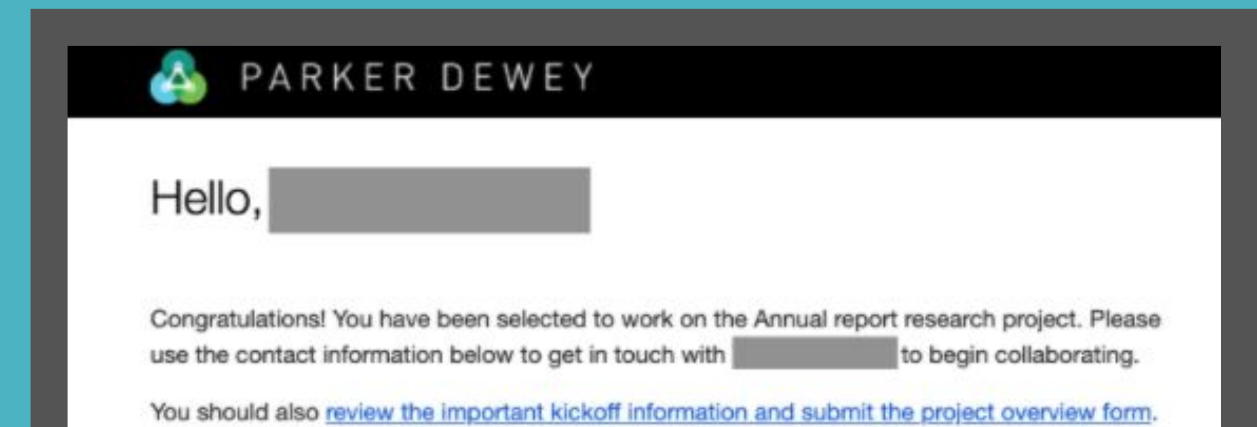
This screenshot shows the application form for the 'Marketing collateral' position at Silicon Valley Bank in Santa Clara, CA. The form includes the following elements:

- Job Title:** Marketing collateral | Santa Clara, CA
- Company:** Silicon Valley Bank
- Department:** DEPARTMENT
- Application Instructions:** To apply for this position, please answer the following questions
- Question 1:** Why do you think you would be a good fit for this position?
- Question 2:** Do you have any examples of your design work that we can review. If so, please provide a link or let us know if you uploaded them into your Parker Dewey profile.
- Action:** SUBMIT APPLICATION

- Projects are “Featured” based on student’s school/affiliation
- PROJECTS CYCLE QUICKLY
- Many projects are filled by multiple students who work and are paid individually

If Selected, What Kind of Support are Students Given?

- Two points of contact
 - Company hosting the project
 - Parker Dewey Client Success Team
- Onboarding emails including:
 - Administrative documents
 - Tips for Success
 - New Project Checklist
- Faculty/Alumni engagement is encouraged
- [Resources on our website](#)
 - Resources for completing some of our most common projects
 - Micro Lessons (e-Courses)



AFTER THE PROJECT

OUTLINE

ACCOMPLISHMENTS

- Work product (e.g., created a market map of..., designed content for..., prepared an analysis on...)
- Outcomes (e.g., new articles on... leads resulting in..., social visits increased...)
- Indirect competencies (e.g., creativity, attention to detail, motivation, grit, etc.)

UPDATE RESUME AND

LINKEDIN

- Independent Consultant of Parker Dewey
- Describe the project without sharing confidential info
- Only mention company's name if given permission

CONSIDER WHAT WAS

LEARNED

- What did you like about the project?
Industry? Company?
- What did you dislike?

STAY IN TOUCH WITH

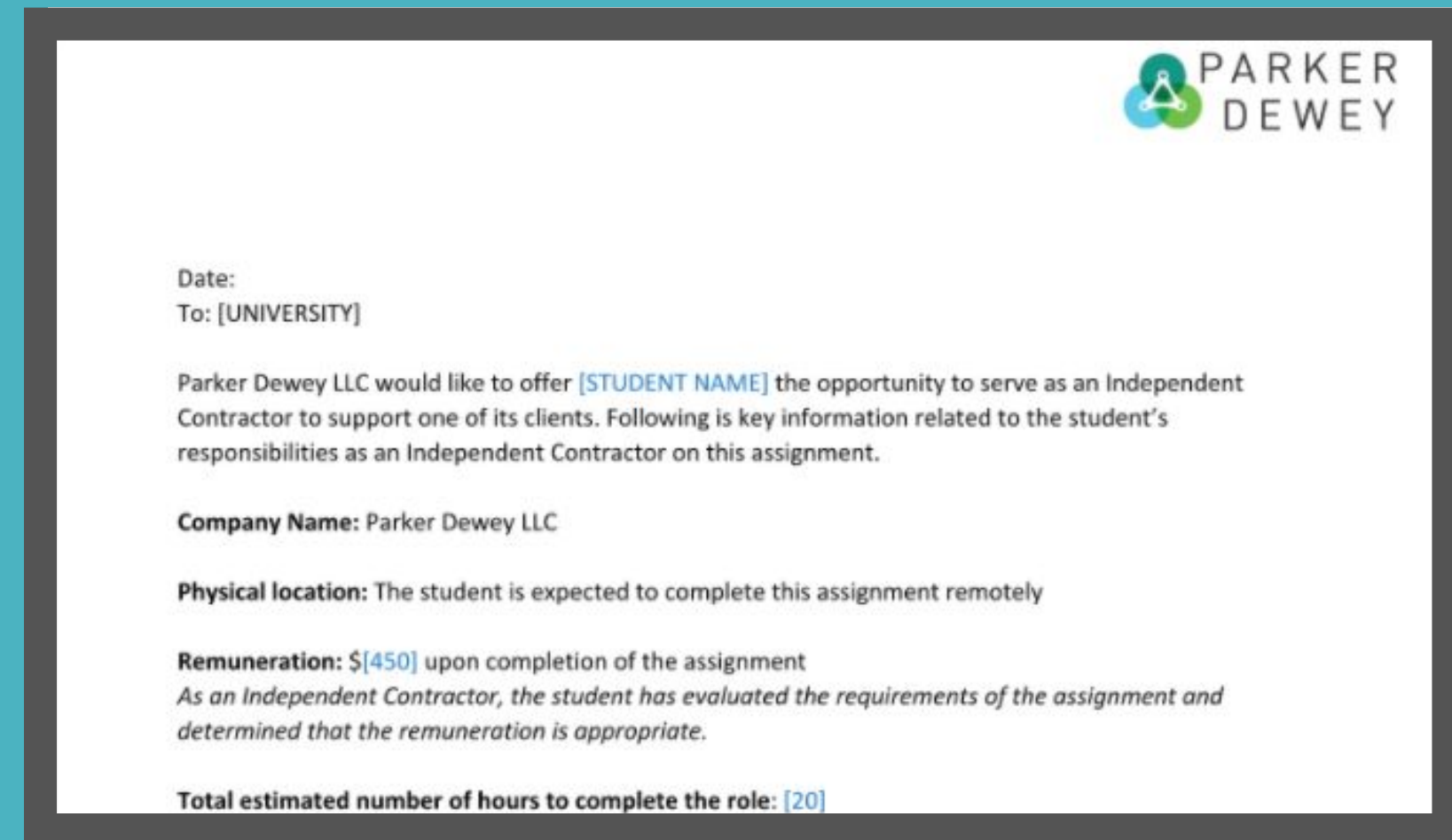
THE COMPANY

- Continue to build the relationships
- Apply to more projects to gain additional experience



Can International Students Complete Micro-Internships?

- Yes through CPT, OPT, or a work visa (usually OPT)
- If selected for a project, an international student:
 - Receives information stating that they must have appropriate work authorization in order to complete the project
 - It's up to the university to verify their eligibility
- Custom information for international students can be added to university partners' landing pages upon request
- We can provide an offer letter if needed at the student's request



How Does It Work for Companies?

No Administrative Paperwork

Parker Dewey is structured as a consulting firm, so all Career Launchers are 1099s through us.

Very Low Risk

Career Launchers sign strict NDAs and the employer owns all the work product. And if the employer is unhappy with the deliverable, Parker Dewey will give them a full refund.

No Conversion Fees

If the employer wants to hire the Career Launcher as an intern, contractor, or full-time employee, go ahead. It's free!

Our mission is to bridge the college-to-career-gap by connecting great talent to great employers.

How Does the Payment Process Work?

1 Company Selects Candidate

There is no obligation to move forward until the company officially selects a candidate.

3 Payment Held in Escrow

The money is held in escrow until the employer has verified that the project is completed.

2 Company Pays Invoice

After the Career Launcher has submitted all documentation (NDAs, etc.), Parker Dewey sends an invoice

4 When the Project is Complete

Parker Dewey issues payment to the student. (Note: 90% of company's payment goes to the student. What the student sees on the posting is what he/she will receive if selected for and completes the project.)



How to Post a Project

Add Project

ABOUT

Project Name

Department

Project Description

Estimated Hours

This will help the Career Launcher understand the scope

Cost

This is the fixed fee you will pay upon completion

Start Date



End Date



LIMIT TO SPECIFIC SCHOOLS AND / OR AFFILIATIONS

Limiting your projects to specific schools and / or affiliations will cause your project to **only be visible to Career Launchers with those schools or affiliations** listed on their profiles. This can be changed at any time so the project becomes visible to all Parker Dewey Career Launchers.

Please note: You will always see a student's school and affiliation when evaluating applicants' profiles, and you can use that information to select a candidate. This feature is for Micro-Internships linked to specific schools or programs to ensure that only eligible students / recent grads apply.

Schools

+ ADD

Affiliations

Affiliations are community or mission-driven organizations that have partnered with Parker Dewey to support their students, alumni, or participants. It also includes Student-Athlete and Honors Student. To review our list of affiliations, [click here](#)

+ ADD

- Company specifies project scope, cost, timeline, target schools/affiliations
- No cost to post a project



PARKER DEWEY

What the Company Sees

Add school(s) to filter applicants. This may include branch campuses. + ADD

Add affiliation(s) to filter applicants. + ADD

Add degree(s) to filter applicants. + ADD

Sort By: Hidden Favorites Reset

MAJORS: **Mass Communication**
APPLICATION DATE: 08/25/2020
GRADUATION DATE: 05/14/2021

Purdue University
MAJORS: **Public Relations & Strategic Communication**
APPLICATION DATE: 08/26/2020
GRADUATION DATE: 05/15/2020 BACHELORS DETAILS

University of Maryland Global Campus
MAJORS: **Accounting & Information Systems**
APPLICATION DATE: 08/25/2020
GRADUATION DATE: 12/01/2021 MASTERS DETAILS

Available Filters for Companies:

- School
- Affiliations
- Degrees (Associate, Bachelor, Master, Doctorate)
- Sort By: Application date, graduation date

Hired

Southern New Hampshire University

MAJORS: **Data Analytics, Project Management**
GRADUATION DATE: 05/02/2022 BACHELORS HIDE DETAILS

HIRED
Yes

LOCATION
Evergreen Park, IL

INTERNATIONAL
No

AVAILABILITY
Longer-term engagements
Full-time work
Internships

ON THE WEB
in

DOCUMENTS
Resume

HOBBIES
Gardening, Yoga, Cross Fit, Zumba, Crocheting

SKILLS
Excel
Data Analysis
Spanish
Project Man...

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
I am a good fit for this project because I am naturally curious individual who enjoys and strives to learn about new topics that can potentially influence business decisions.

WHAT PAST EXPERIENCES MIGHT HELP YOU ACCOMPLISH THIS PROJECT?
I previously did a research project at Expedia Group for their bank partners' travel sites to identify any open opportunities to up-sell products when booking standalone services. I summarized my findings on a deck that was then presented to help guide strategy discussions for future product developments and enhancements.

HOW DO YOU RESOLVE CLASS PROJECTS OR PROBLEMS WHEN YOU GET STUCK?
I have an order of operations. First, I exhaust any resources available to me. Then, I consult my peers. Lastly, I address the instructor when I'm truly having a challenging time figuring out a problem.

PERSONAL STATEMENT
A people-oriented individual who enjoys the art of storytelling. Understanding the bigger picture is essential - both in life and business.

CERTIFICATIONS
Microsoft Excel

EDUCATION

DePaul University	2014 - 2017 - GPA: N/A
Majored in Spanish	
Southern New Hampshire University	2020 - 2022 - GPA: N/A
Majored in Data Analytics, Project Management	
Yearup	2019 - 2020 - GPA: N/A
Majored in Project Management	



Company's View: Students' Answers Matter

Add school(s) to filter applicants. This may include branch campuses. + ADD

Add affiliation(s) to filter applicants. + ADD

Add degree(s) to filter applicants. + ADD

Sort By: Hidden Favorites Reset

Available Filters for Companies:

- School
- Affiliations
- Degrees (Associate, Bachelor, Master, Doctorate)
- Sort By: Application date, graduation date

Student 1: | Texas
MAJORS: **Mass Communication**
APPLICATION DATE: 08/25/2020
GRADUATION DATE: 05/14/2021

Student 2: | Purdue University
MAJORS: **Public Relations & Strategic Communication**
APPLICATION DATE: 08/26/2020
GRADUATION DATE: 05/15/2020 **BACHELORS** DETAILS

Student 3: | University of Maryland Global Campus
MAJORS: **Accounting & Information Systems**
APPLICATION DATE: 08/25/2020
GRADUATION DATE: 12/01/2021 **MASTERS** DETAILS

Student Profile: | Southern New Hampshire University Hired

MAJORS: **Data Analytics, Project Management** **BACHELORS** HIDE DETAILS

GRADUATION DATE: 05/02/2022

HIRED: **Yes**

LOCATION: **Evergreen Park, IL**

INTERNATIONAL: **No**

AVAILABILITY: **Longer-term engagements, Full-time work, Internships**

ON THE WEB: [in](#)

DOCUMENTS: [Resume](#)

HOBBIES: **Gardening, Yoga, Cross Fit, Zumba, Crocheting**

SKILLS: **Excel, Data Analysis, Spanish, Project Man...**

WHY DO YOU THINK YOU WOULD BE A GOOD FIT FOR THIS POSITION?
I am a hard worker.

WHAT PAST EXPERIENCES MIGHT HELP YOU ACCOMPLISH THIS PROJECT?
My resume has know typos.

HOW DO YOU RESOLVE CLASS PROJECTS OR PROBLEMS WHEN YOU GET STUCK?
I use Google.

PERSONAL STATEMENT
A people-oriented individual who enjoys the art of storytelling. Understanding the bigger picture is essential - both in life and business.

CERTIFICATIONS
Microsoft Excel

EDUCATION

DePaul University	2014 - 2017 - GPA: N/A
Majored in Spanish	
Southern New Hampshire University	2020 - 2022 - GPA: N/A
Majored in Data Analytics, Project Management	
Yearup	2019 - 2020 - GPA: N/A
Majored in Project Management	

Company Feedback Upon Completion of the Project

Helps the student understand strengths/opportunities for improvement.

Takes <3 minutes to complete.

Companies can not see feedback from other companies.

Feedback can be shared with the student's college/university.

YOU COMPLETED THIS PROJECT, SEE YOUR FEEDBACK BELOW

Overall Satisfaction

Executed like an industry veteran

Timeliness

Executed like an industry veteran

Communication

Executed like an industry veteran

Quality / Accuracy

Executed like an industry veteran

Presentation

Executed like an industry veteran

Skill Level

Executed like an industry veteran

Public Comments


did a fantastic job. She was very responsive, open to feedback, and did a great job delivering a high-quality final product. I thoroughly recommend her for future projects and wish her well!



How We're Different...



PARKER DEWEY
Micro-Internships



Handshake
■ simplicity
Recruiting platforms



Upwork
fiverr[®]
Gig platforms



PeopleGrove
Graduway
Alumni platforms

	Parker Dewey	Handshake	Upwork/Fiverr	PeopleGrove/Graduway
Pool of intern and full-time candidates	✓	✓		✓
Immediate support for existing employees	✓		✓	
No HR or legal burdens (or hiring fees)	✓			
Equitable pathways to drive DEI	✓			
Support for colleges and universities	✓	✓		✓

Real, Sustainable Impact



New role created for a first generation college student



International STEM student identified and selected for an internship



Underemployed grad hired for a full-time accounting role

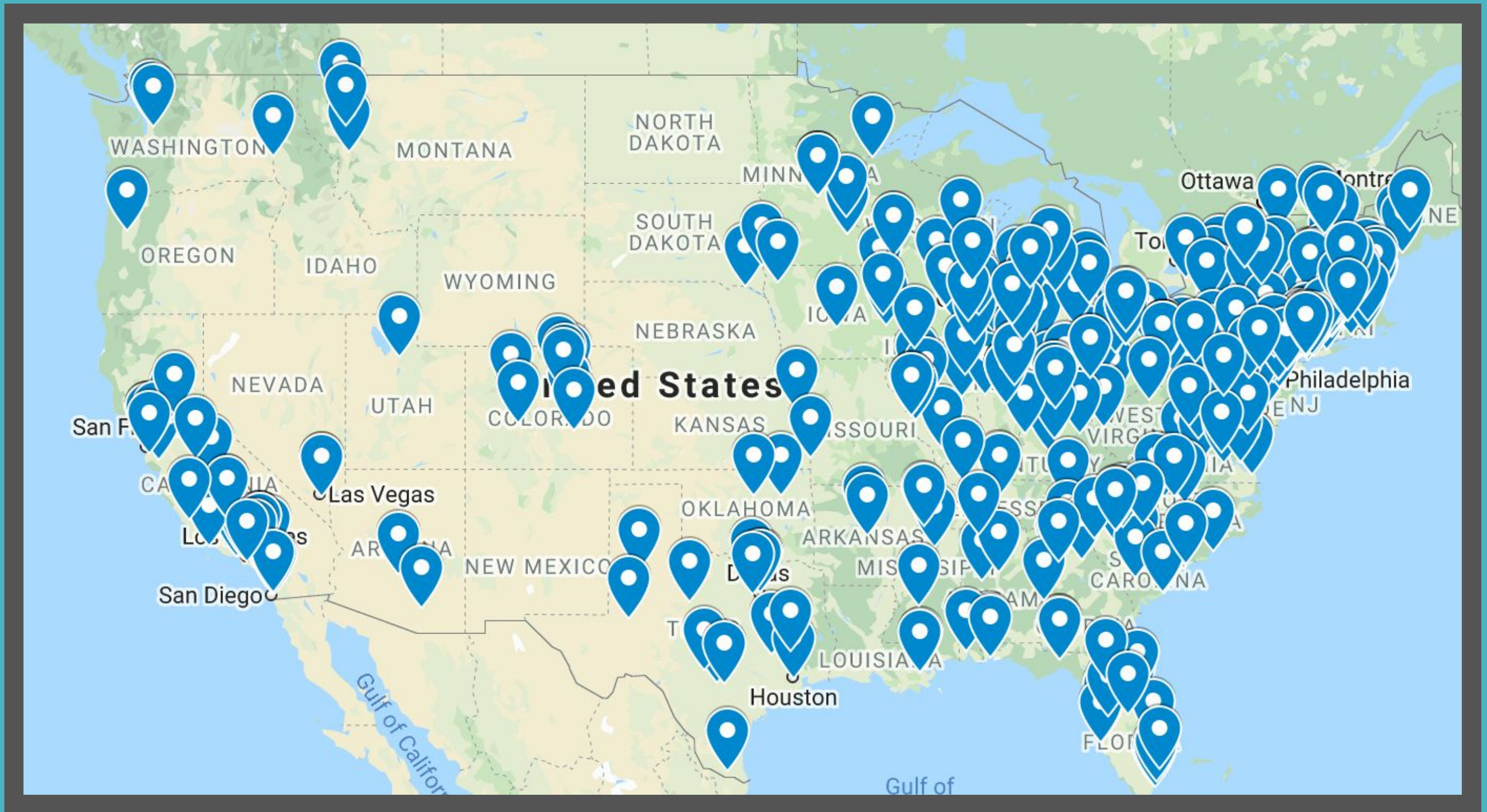
Created pathways for students unable to participate in internships



Micro-Internships... A Win for All



University Partnerships



Benefits of University Partnership

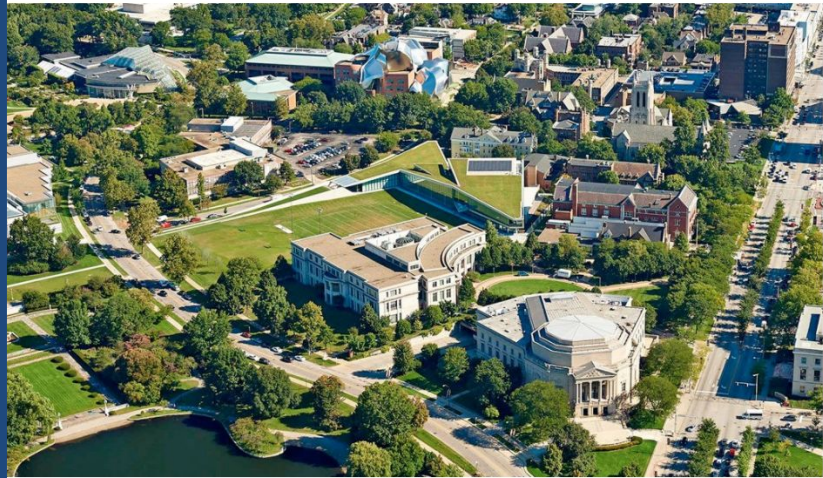
- 1 Custom Landing Page(s)**
 - Share customized information about Micro-Internships with students and other stakeholders
 - Track alumni and employers who sign up via your page

- 2 Marketing Resources, Newsletters, Webinars**
 - Help you launch Micro-Internships on your campus
 - Keep your program up-to-date by sharing best practices

- 3 Notifications When Projects are Posted for Your Students**
 - Email with project details that you can share with students who may be interested

- 4 Data**
 - Know how many students/alumni have created profiles on the platform, when they signed up, number selected, etc.
 - Know what companies/alumni created profiles through your landing page

Custom Landing Page



Micro-Internships

Students from all majors can execute professional assignments to build and demonstrate skills while exploring a variety of career paths.

APPLY FOR MICRO-INTERNSHIPS →

POST MICRO-INTERNSHIPS →

For Career Launchers

When you are launching your career, Micro-Internships provide a tremendous opportunity. Not only can you explore different career paths and work on interesting assignments, you can also demonstrate your abilities to potential employers while building your professional portfolio and network. Beyond that, your academic experience will improve as you apply what is taught in the classroom to the real world (and vice versa). Oh, did we forget to mention that you get paid for all of this?

CREATE AN ACCOUNT



For International Students

Projects completed through Parker Dewey are only available to U.S. citizens or international students with approved Curricular Practical Training (CPT), Optional Practical Training (OPT), or other work authorization.

If you are a current F-1 international student at UF you will need to confirm your eligibility to work before you are able to apply to projects. If you have already graduated from UF, you will need to ensure your project meets the requirements of OPT.

If you are unsure about your eligibility and/or need to confirm your eligibility, contact the [University of Florida International Center](#) for more information.

CREATE AN ACCOUNT



For Prospective Employers

Regardless of your role, industry, or organization size, students and alumni from University of Florida can help. If you want to expand your recruiting pool to access diverse talent with 21st-



Generic page with customizable copy and option to add information for International, DACA or other specialized student populations

Marketing Materials



- Toolkits for Students, Employers and Alumni
- Newsletter offering timely tips on engaging students, employers, and other stakeholders
- Webinars sharing best practices

Comprehensive Data About Student/Alumni Engagement

UserID	First	Last	Email	Num of Projects Applied to	Num of Projects Selected to	Num Logins	Last Login	Sign Up Date	Projects Applied To	International
23818	Joshua			0	0	2	2/3/2020	2/1/2020		FALSE
23702	Justin			0	0	1	1/29/2020	1/29/2020		FALSE
23396	Katherine			0	0	3	2/2/2020	1/20/2020		FALSE
23159	Emily			4	0	7	1/31/2020	1/14/2020	Educational Cont	FALSE
22843	Coretta			0	0	1	1/3/2020	1/3/2020		FALSE
22201	Zachary			0	0	4	12/26/2019	12/5/2019		FALSE
20999	Euniqueca			0	0	1	11/7/2019	11/7/2019		FALSE
20201	Ricco			1	0	3	10/16/2019	10/13/2019	Data Entry	FALSE
20197	Syed			0	0	1	10/13/2019	10/13/2019		FALSE
20173	Natalie			0	0	6	11/28/2019	10/12/2019		FALSE
19727	Clifford			0	0	1	10/3/2019	10/3/2019		FALSE
19121	Rochelle			5	1	5	1/31/2020	9/24/2019	Data Entry, Dono	FALSE
18401	Abdoulaye			0	0	2	11/21/2019	9/5/2019		FALSE
23844	Dylan			0	0	1	2/3/2020	2/3/2020		FALSE
23819	JOHN			0	0	1	2/1/2020	2/1/2020		FALSE
23817	Brittni			0	0	1	2/1/2020	2/1/2020		FALSE
23777	Elliott			0	0	1	1/31/2020	1/31/2020		FALSE
23687	Imani			4	0	1	1/28/2020	1/28/2020	Content Creation	FALSE
23682	Abdoul			1	0	1	1/28/2020	1/28/2020	Content Creation	FALSE



Career Launchers



Project Applications



Projects Completed (so far)

Other data available:

- Employers who worked with your students
- Employer feedback about students' performance



Ideas for Building a Successful Micro-Internship Program

01 | Engage Your Alumni

- New opportunity to give back while also getting work done
- Successful for universities large and small, especially with alumni/development office collaboration

02 | Engage Employer Partners

- Provide companies with a **new way to connect** with your students
- Particularly helpful for companies who are less well-known or have DEI goals
- Can also be combined with a **revenue-generating sponsorship program**

03 | Engage Local Small Businesses, Nonprofits

- Useful for companies who may be too small to be a fit for your main job board (Handshake, Symplicity, etc.) but who still have needs
- Helps to retain local talent and community engagement/support



Engage Your Alumni: Featured Projects Website

Colby College Micro-Internships

With so many of our students impacted by COVID-19, we're turning to our community of supporters to engage our highly-motivated students on short-term, professional assignments.

These Micro-Internship projects serve as a bridge (and life raft for some of our students) to future employment opportunities.

Browse our recommended projects below or **complete the form on this page** to learn more about supporting our students.

First Name: Kristin
Last Name: Schrader
Email: kristin@parkerdewey.com
Phone number: 619-786-7604
Company Name: Parker Dewey
Job Title: Director of University Eng

Additional details or custom project request:

Submit

Featured Projects for University of North Carolina at Chapel Hill

You can have any of these projects completed by a current student or alum, making it easy to give back and stay productive. Clicking the project name will take you over to the Parker Dewey platform and allow you to make edits before posting your project request. You can also use the form above to connect with the Parker Dewey team about a custom request or to ask any questions.

<p>Lead Generation</p> <p>Identify 25 companies/contacts in a defined market that fall under our ideal customer profile. Once identified, provide the company name and contact information (name, position, phone, and verified email) for key decision makers.</p>	<p>Prospect Research</p> <p>Research and segment lead generation lists (approximately 100 individuals) based upon past interaction on our website and email engagement. Deliverables include name, company, role, and contact information.</p>	<p>Market Research</p> <p>Create a market analysis for a specific industry. As part of this, determine and provide details on existing companies in the space. In addition, determine trends associated with the growth of the space and key drivers of success or failure.</p>	<p>Data Cleansing</p> <p>Provide a student with a dataset and have them remove duplicates, update outdated records, and ensure there is consistent formatting. Students can work to ensure data quality by verifying its integrity and making sure it is complete.</p>
<p>Social Media Content Calendar</p> <p>Create a social media content calendar with 2 posts per day for the next month. The posts should have a good mix of thought leadership, informational, and promotional content (which we will provide). In addition, we would also like you to curate and interact with social media content as well.</p>	<p>Sourcing Candidates</p> <p>Provide a student with a job description and have them identify 25 candidates they think would be good for the position. The student provides a brief justification as to why they selected these specific candidates, as well as potential questions for each to use in an interview.</p>	<p>Diversity Best Practices</p> <p>Assist in the development of a diversity best practices manual. Identify between 10 and 20 thoughtful articles that highlight the importance of diversity in organizations, best practices, and potential challenges. Summarize key points in a single document.</p>	<p>Content Creation</p> <p>Research and draft a 1,200-1,600 word article/blog on a specific topic we will provide. The article should be consistent with existing articles posted on our website and other marketing channels. Reference at least two outside sources in the article, and carefully edit the final product.</p>

- Engages recruiters, alumni, parents, and other “friends”
- We will notify you when projects are posted from this page
- Companies can create their own projects
- Or choose up to 12 projects that are a fit to your students

Engage Your Alumni

Alumni View

LIMIT TO SPECIFIC SCHOOLS AND / OR AFFILIATIONS

Limiting your projects to specific schools and / or affiliations will cause your project to **only be visible to Career Launchers with those schools or affiliations** listed on their profiles. This can be changed at any time so the project becomes visible to all Parker Dewey Career Launchers.

Please note: You will always see a student's school and affiliation when evaluating applicants' profiles, and you can use that information to select a candidate. This feature is for Micro-Internships linked to specific schools or programs to ensure that only eligible students / recent grads apply.

Schools

+ ADD

Affiliations

Affiliations are community or mission-driven organizations that have partnered with Parker Dewey to support their students, alumni, or participants. It also includes Student-Athlete and Honors Student. To review our list of affiliations, [click here](#)

+ ADD

Student View

OPPORTUNITIES APPLIED HIRED COMPLETED MESSAGES

Favorites Hidden On-Site Remote State

Sort By: Update Date

Featured Projects

These projects are featured because the organization who posted it is specifically looking for students or recent grads from your school or affiliation.



UX/UI Product Development Internship | Burlington , VT

BY: Echo Consulting, LLC

DEPARTMENT: Product Development Team

START DATE: 03/29/2021

Remote

Favorite ☆ Hide 🗖

DETAILS ▾

All Open Micro-Internships

Full time Summer Tutor | Philadelphia , PA

BY: Back to Basics Learning Dynamics

DEPARTMENT: Education

START DATE: 06/14/2021

Remote

Favorite ☆ Hide 🗖

DETAILS ▾

- Alum selects one or more schools, affiliations
- Projects are only visible to students at that school/organization
- We notify partners when projects are posted for your students

Engage Employer Partners: Featured Companies Website

PURDUE UNIVERSITY | College of Liberal Arts

Boiler Up with Micro-Internships

Purdue is excited to bring together its students, alumni, and employers, helping build authentic relationships through project-based work.

[APPLY FOR A MICRO-INTERNSHIP](#)

Here are a few companies that offer Micro-Internships to show how they #LoveLiberalArts.

- Microsoft
- PepsiCo
- Cerner

PEPSICO | Careers

Your talent. Our stage.

As part of its ongoing commitment to help highly-motivated college students launch their careers, PepsiCo is excited to introduce its Micro-Internship program. Through this program, college students can gain experience as they work on short-term, paid, professional assignments with our team.

[GET STARTED](#)

WHO WE ARE | LEARN | DEVELOP | GROW

At PepsiCo, you get the best of both worlds: an entrepreneur's mindset plus reach and resources. Our collaborative culture and worldwide presence generate a stream of new opportunities to define the future and propel your life's work. Bring your unique perspective. Bring curiosity. Bring ingenuity, and drive. We'll give you a platform to be daring on a global scale.

[Create an account](#)

- Identifies key employer partners who are posting Micro-Internships for your students
- Student-focused landing page with link to each employer
- Custom employer page with information about each company

Employer Sponsorship Program

Example*: \$5,000 Sponsorship

- \$2,500 to College/University
- \$2,500 to Fund 5 Micro-Internships

*Sponsorship package can be set up however you wish

Benefits to Students

- Micro-Internship Experience
- Income
- Connection to Employer sponsor

Benefits to Sponsoring Company

- Micro-Internship support
- Increase brand awareness virtually
- Branding on school's student Micro-Internship page

Benefits to College/University

- Sponsorship revenue
- Deepen employer engagement
- More opportunities for your students

[Click here](#) to download our Employer Sponsorship toolkit.




Engage Employer Partners

IOWA
Pomerantz Career Center

Greetings from the Pomerantz Career Center!

How Are You Building Your Talent Pipeline in the Time of COVID-19?


We know that this year is presenting some unusual challenges for everyone. As a result, we wanted to share an additional way that you can connect with University of Iowa students, augment your campus recruiting efforts, and provide support to your busy hiring managers. You can do all of this through posting Micro-Internships.



Support hiring initiatives with Micro-Internships.

As you may know, **Micro-Internships** are **paid, professional projects that generally require from 5-40 hours of work by the student and can be completed remotely**. These projects are similar to what is completed during a typical internship, but can take place year-round and are typically due within a few days to a few weeks.

University of Iowa has partnered with **Parker Dewey**, the pioneer in Micro-Internships, which offers a platform for these projects that can be posted in a matter of minutes. In addition, given this relationship and the structure of Micro-Internships, **there are no administrative burdens or risks**.



PARKER DEWEY

Here are some **examples of the types of projects** that can be completed as Micro-Internships.

We hope that this will provide a useful resource for you and your organization in this time of uncertainty.

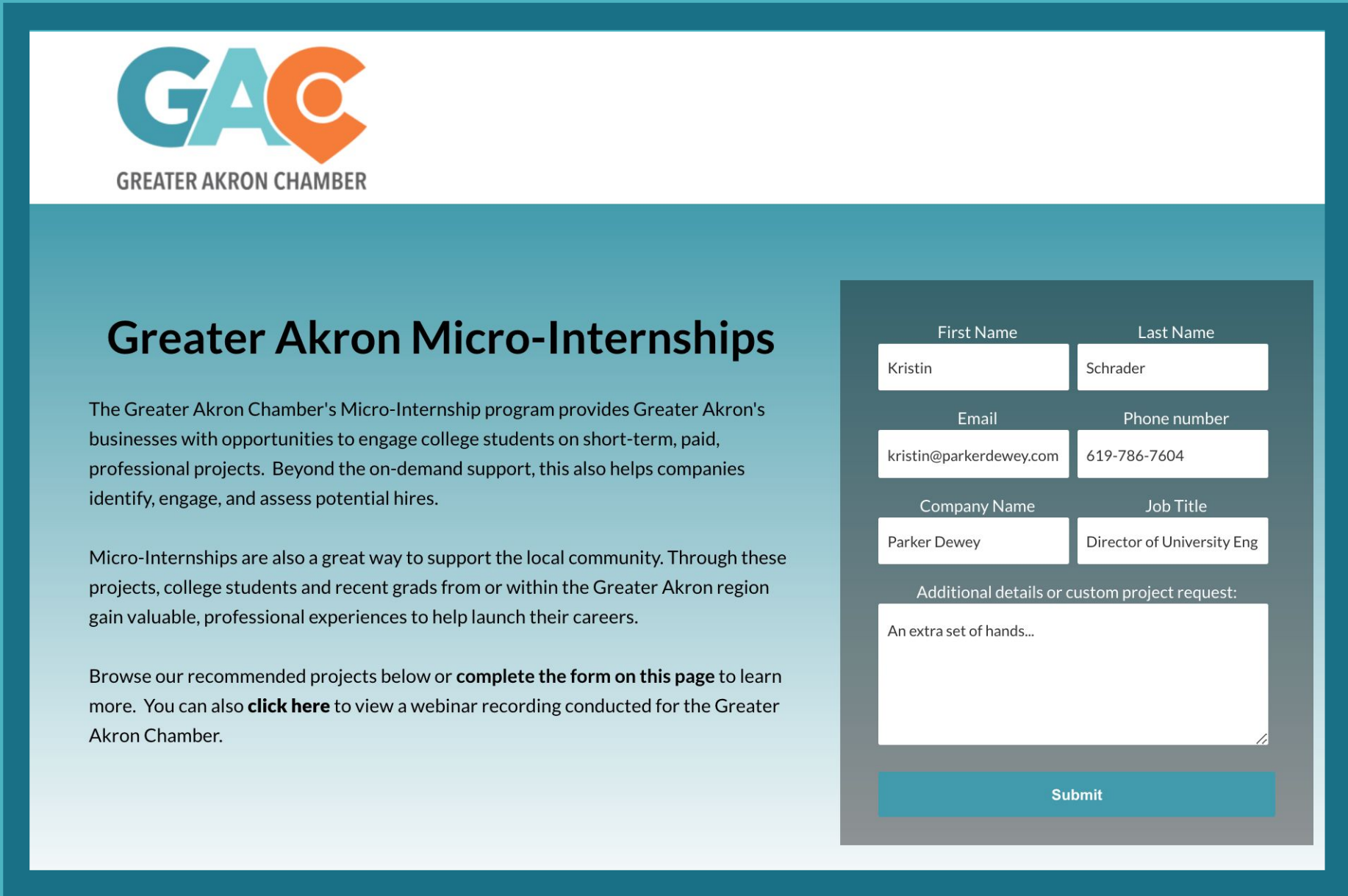
If you are interested in posting a Micro-Internship for University of Iowa students go to: <https://info.parkerdewey.com/uiowa> or reach out to lindsay-adolphs@uiowa.edu to learn more!

Partnership Program details for the 2020-21 academic year	Spartan Plus* and Micro-Internship option starting at \$4,500	Spartan Sponsorship \$3,200
Admission to all virtual fall career fairs and spring career fair.	✓	✓
Acknowledgment of Partner status in all career fair marketing materials, including listing as sponsor on virtual fair platform.	✓	✓
Recognition of Partner status on our website with your company name linking directly to your career or company page.	✓	✓

- Multiple messages sent to all employers in employer database
- Let us know about these campaigns, and we can help augment your marketing efforts

- Sponsorship program includes a “Micro-Internship option”
- Check out this site [here](#)

Engage Your Local Community



GAC
GREATER AKRON CHAMBER

Greater Akron Micro-Internships

The Greater Akron Chamber's Micro-Internship program provides Greater Akron's businesses with opportunities to engage college students on short-term, paid, professional projects. Beyond the on-demand support, this also helps companies identify, engage, and assess potential hires.

Micro-Internships are also a great way to support the local community. Through these projects, college students and recent grads from or within the Greater Akron region gain valuable, professional experiences to help launch their careers.

Browse our recommended projects below or **complete the form on this page** to learn more. You can also **click here** to view a webinar recording conducted for the Greater Akron Chamber.

First Name	Last Name
Kristin	Schrader
Email	Phone number
kristin@parkerdewey.com	619-786-7604
Company Name	Job Title
Parker Dewey	Director of University Eng
Additional details or custom project request:	
An extra set of hands...	
Submit	



cincytech

CincyTech Projects

CincyTech Projects provide opportunities for college students to engage CincyTech and our portfolio companies on short-term assignments that can have a direct impact on our startups' success. Beyond the immediate benefits, our projects help build relationships between highly-motivated students and emerging Cincinnati companies.

First Name	Last Name
Kristin	Schrader
Email	Phone number
kristin@parkerdewey.com	619-786-7604
Submit	

What are CincyTech projects?

CincyTech projects are short-term, professional assignments that are similar to those given to recent college grads or interns.

- Meaningful to the growth potential of our portfolio
- Typically require 10-40 hours
- Have a discrete deliverable



- University of Akron connected Parker Dewey to the Greater Akron Chamber of Commerce
- Parker Dewey designed [this page](#) and hosted a webinar for Akron Chamber members
- Multiple projects were posted by Akron companies within hours

- Cincinnati-based tech incubator posts projects for local students
- Read more about this [here](#)

A Few Other Program Examples

- University of Cincinnati's Serv-IT program funds Micro-Internships at local nonprofits for its students (read more about it [here](#))
 - More students receive support
 - Nonprofit pays the admin fee and hosts the student for 80-hour projects
- John Carroll University's [Center for Student Diversity and Inclusion](#) received grant funding for students' professional readiness
 - Funding Micro-Internships in 2021 at local small businesses and nonprofits
 - All students come from under-represented backgrounds
- [Catholic University - Tucson](#) has engaged local companies to post projects for first-year business students
 - Campus opened in Fall 2020, program began same semester
 - Companies and students matched by university
 - Students hired part-time after completing Micro-Internships



Next Steps: Things to Do Now

Here are some things you can do TODAY to help your students:

01 | Reach Out to Key Employer Partners

- See if they have projects that a student could help with
- [Here is an email](#) to help you get started

02 | Reach Out to Alumni and Other "Friends"

- Share how Micro-Internships can help students right now and is a unique way to give back
- [Here is an email to help](#)

03 | Inform Your Students

- Share how Micro-Internships offer professional development experience for all majors, all year long
- Use email ([like this one](#)), social media, newsletters, etc. to help spread the word



Next Steps: Things You Can Do Soon

Here are some options to consider in the coming weeks:

01 | Request a [Basic Landing Page](#)

- Use to engage students, employers, alumni, and other "friends" from one website

02 | Request a ["Featured Projects" Page](#)

- Use this page to encourage alumni, parents, employer partners, local businesses, and other "friends" to post projects for your students

03 | Request a ["Featured Companies" Page](#)

- For companies interested in posting projects for your students, use this page as your student sign-up page
- Can also be used to feature employer sponsors who are offering Micro-Internships



To Request a Landing Page...

Please fill out the [following form](#) (to be sent in webinar recap):

Parker Dewey University Partnerships: Landing Page Request

Thank you for your interest in promoting Parker Dewey and Micro-Internships at your university. We are happy to support your efforts however we can.

To that end, please indicate whether you would like us to build any of the following websites for you to support your program. Due to the challenges resulting from the COVID-19 pandemic, we are happy to provide each interested university with these landing pages for free.

Please let us know if you have any questions, and thank you again for your partnership!

* Required

Email address *

Your email

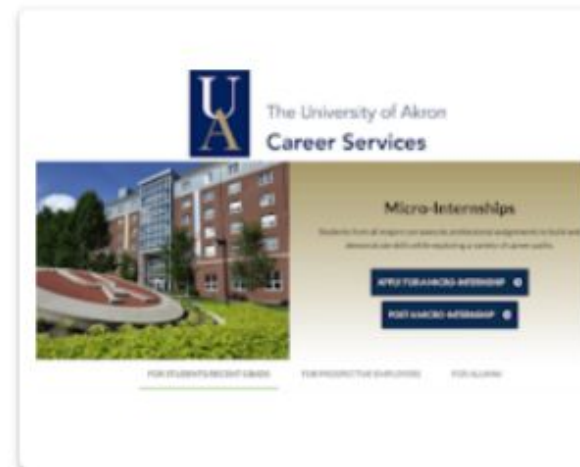
Name of College/University *

Your answer

Your Name *

Your answer

What landing page(s) would you like us to build for you?



Basic landing page (like University of Akron
<http://info.parkerdewey.com/uakron>)



Featured opportunities page (like Colby College:
<http://info.parkerdewey.com/colby/featured>)



Featured companies page (like Purdue College of Liberal Arts:
<http://info.parkerdewey.com/purdue/libarts>)



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We can't help everyone,
but everyone can help someone.
~Ronald Reagan

Thank you, and stay safe!!



Kristin Schrader
Kristin@parkerdewey.com



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